



VESBE (Verein für Europäische Sozialarbeit, Bildung und Erziehung e. V. – Association of European Social Work, Training and Education)

Practice-oriented vocational training and continuing education in the food service industry

VESBE, established in 1999 in Aachen, is an incorporation of several education experts. In Germany, the association offers various kinds of employment market services ranging from career guidance, over preparation for career entry, to vocational education and training. The service portfolio is further augmented by other occupational education programmes, such as integration courses for women with children and a youth workshop.

The central goal of VESBE is the placement of course participants in the first apprenticeship or employment market. While keeping the specific needs of businesses in mind, VESBE optimally prepares its customers for this change. If required, the association carries out also company-specific continuing education courses.

From its very beginning onwards, VESBE has aimed at exporting education and it has been active in the iMOVE network for many years now. VESBE provides foreign enterprises as well as subsidiaries of German enterprises abroad with the opportunity of optimising the qualification levels of their personnel by way of practice-oriented programmes. Today, VESBE employs two members of staff, who are exclusively responsible for the association's foreign business activities. When necessary,

their work is augmented by members of staff abroad, who facilitate communication with customers.

On the basis of a country analysis carried out on its own behalf, VESBE decided to evaluate potential co-operation projects with Turkish partners and to this end has undertaken three trips to Turkey. During those trips, VESBE employees met with representatives of the Turkish Ministry of Education (MEB), the Turkish employment agency ISKUR, industry associations and various foundations that sponsor private schools, vocational education and training institutes and universities. The talks on site in Turkey revealed that there is a significant shortage of well-trained and, in particular, practice-trained skilled personnel.

Subsequently, VESBE developed a network comprising businesses, universities and consulting institutes in order to identify projects and partners. Through this network, the association established contact to the Turkish DOORS Holding, which operates more than 40 restaurants in Turkey. The holding was looking for a German provider of education to improve the vocational education and training provision for their members of staff and to train them more intensively on the basis of operational practicalities. DOORS identified VESBE to be just this kind of business partner.

For their Turkish partner, VESBE planned and implemented the “DOORS Akademi”, where it temporarily collaborated also in the capacity of associate. This vocational academy offers certified training courses in all fields of the food service industry, which are recognised and approved both by the Chamber of Industry

Business on site provides consultancy and project development



and Commerce Koblenz (IHK) and the Turkish Ministry of Education. VESBE developed the certified training courses and teaching materials, structured the vocational training programmes into modules, recruited the teachers and trainers, initiated and certified the QM system and took care of planning the premises and furnishing them.

At the “DOORS Akademi”, DOORS employees can take part in modular continuing education programmes and obtain qualifications in special cooking techniques. External participants can attend complete vocational education and training courses in all fields relating to the food service industry. All vocational education and training programmes are structured into modules, so that the individual elements of the vocational training provision may be interspersed with periods of occupation at businesses.

In addition to the high degree of personal attention and time invested by the members of staff responsible for the project, a decisive factor for the successful business transaction was the presence of a Turkish VESBE employee in Istanbul, whom the Turkish customers on site could easily contact at any time. Foreign partners expect intercultural competences, relevant

language skills and local contact persons. The financial involvement of the German partner in a project constitutes an important indicator for the international customer regarding this partner’s sustained interest in maintaining a successful co-operation. However, this may require a considerable sum of investments over several years, before this partnership becomes profitable.



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